

IN THE CLAIMS:

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Please cancel Claims 1-9.

Please add new Claims 10-29 as follows:

10. (New) A domain management system for use with a user computer via a network, wherein the user computer is capable of requesting a first domain name and the domain management system is capable of receiving the first domain name, the domain management system comprising:

131 a name assignment system for assigning the first domain name, wherein the first domain name comprises a thirdlevel component, a secondlevel component, and a toplevel component;

a domain name server for resolving domain names into computer addresses, wherein the domain name server resolves the secondlevel component and the toplevel component into a first computer address; and

a domain retrieval system associated with the first computer address, wherein the domain retrieval system comprises a scheduler and a plurality of redirectors, wherein the scheduler load balances the plurality of redirectors, wherein each of the plurality of redirectors includes a parsing mechanism, the parsing mechanism being capable of translating the first domain name into a first subdomain name and a client directory, wherein the first subdomain name is translated from a second subdomain name having a wildcard, wherein the first subdomain name is determined by substituting the secondlevel and toplevel components of the first domain name for the wildcard of the second subdomain name, and wherein the client directory is determined by the thirdlevel component of the first domain name.

11. (New) The system of Claim 10, wherein the domain name server further resolves the first subdomain name and the client directory into a second computer address and wherein data associated with the second computer address is provided to the user computer.

12. (New) The system of Claim 11, wherein the second computer address is resolved by resolving the first subdomain name before the client directory.

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13. (New) The system of Claim 10, wherein the secondlevel component of the first domain name is a provider domain name and the thirdlevel component of the first domain name is a site name of a client.

14. (New) The system of Claim 10, wherein the first subdomain name comprises a provider domain name.

15. (New) The system of Claim 10, wherein the domain name server further resolves the first subdomain name and the client directory into a second computer address and wherein at least one of the plurality of redirectors transmits an empty frameset to the user computer.

16. (New) The system of Claim 15, wherein the empty frameset includes a plurality of provider frames and a client frame.

17. (New) The system of Claim 16, wherein data associated with the second computer address is provided to the user computer through the client frame.

18. (New) The system of Claim 17, wherein the domain name retrieval system further comprises a plurality of web servers and a plurality of provider servers.

19. (New) The system of Claim 17, wherein a data storage apparatus is connected with the plurality of web servers and wherein the data associated with second computer address is provided to the user computer from the data storage apparatus.

20. (New) The system of Claim 19, wherein advertising information is provided to the user computer through the plurality of provider frames.

21. (New) The system of Claim 19, wherein revenue information is provided to the user computer through the plurality of provider frames.

22. (New) The system of Claim 19, wherein advertising information, revenue information, and navigation information are provided to the user computer through the plurality of provider frames.

23. (New) The system of Claim 22, wherein the advertising information, the revenue information, and the navigation information are provided to the user computer from the plurality of provider servers.

24. (New) The system of Claim 10, wherein the name assignment system assigns the thirdlevel component of the first domain name based on a selection by a client for a site name of the client, assigns the secondlevel component of the first domain name based on a provider domain name associated with the domain management system, and assigns the toplevel component of the first domain name based on an Internet address standard.

25. (New) A method for retrieving data on a wide area network, comprising:
requesting a first domain name by a user, wherein the first domain name has a thirdlevel component, a secondlevel component and a toplevel component;
identifying a first computer address of the first domain name, wherein the first computer address is determined by the secondlevel component and the toplevel component of the first domain name;
executing a parsing procedure, wherein the first domain name is translated into a first subdomain name and a client directory, wherein the first subdomain name is translated from a second subdomain name having a wildcard, wherein the first subdomain name is determined by substituting the secondlevel and toplevel components of the first domain name for the wildcard of the second subdomain name, and wherein the client directory is determined by the thirdlevel component of the first domain name;
identifying a second computer address, wherein the second computer address identifies the first subdomain name; and
transmitting data associated with the second computer address to the user.

26. (New) The method of Claim 25, wherein a name assignment system assigns the thirdlevel component of the first domain name based on a selection by a client, assigns the secondlevel component of the first domain name based on a site name of a provider computer, and assigns the toplevel component of the first domain name based on an Internet address standard.

27. (New) The method of Claim 26, wherein the second computer address further identifies the client directory.

28. (New) The method of Claim 27, wherein the data associated with the second computer address is transmitted to the user from a data storage apparatus associated with the client directory.

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29. (New) The method of Claim 27, wherein the data associated with the second computer address is transmitted to the user from a data storage apparatus connected with a web server associated with the client.
